



Ronald McDonald House Charities of Central Iowa, Inc.

GRANT APPLICATION & GUIDELINES FOR GIVING

A Message from RMHC's Board President:

McDonald's founder Ray A. Kroc taught his family to share its success with others, a philosophy which has characterized McDonald's community commitment since 1955. The establishment of Ronald McDonald House Charities in Ray's memory confirmed our commitment to children everywhere.

The mission of Ronald McDonald House Charities of Central Iowa, Inc. is to enrich the quality of life for children and their families. We operate a home-away-from-home for families of seriously-ill or injured children. We provide grants to not-for-profit organizations whose programs help children reach their fullest potential in three distinct areas:

- Civic and Social Services
- Education and the Arts
- Health Care and Medical Research

These guidelines are provided to help your organization prepare a successful grant application. Please study it carefully and include with your proposal all the information requested. Due to the large number of requests we receive, **incomplete proposals will not be reviewed by the RMHC Board of Directors**. Also, although your organization may send a completed application, we cannot fund all programs. Therefore, unfortunately, a good project could be declined.

Please keep in mind as you read these guidelines that they are just guidelines. Some of our most visionary projects might never have been funded had these guidelines been interpreted as rules. The success of our mission depends on the success of our partnership with organizations like yours.

Tom Mass
Board President
Ronald McDonald House Charities of Central Iowa, Inc.

Ronald McDonald House Charities of Central Iowa, Inc. GUIDELINES FOR GIVING

Funding Considerations

To be considered for funding, an organization must be designated as nonprofit and tax-exempt as defined under IRS code.

Ronald McDonald House Charities of Central Iowa, Inc. Board of Directors is most interested in organizations that have:

- A program that directly benefits children
- Consistent and effective management
- Clear goals and objectives
- A broad base of funding support
- A demonstrated ability to respond to the needs of specific groups of children in a manner that yields measurable results
- Requested funds for specific program support

Ronald McDonald House Charities of Central Iowa, Inc. does NOT fund:

- Advertising or fundraising drives
- Partisan, political or denominational programs
- General and administrative costs
- Intermediary funding agencies
- Endowment campaigns
- Ongoing salaries or travel expenses
- Requests that are not in writing

Preparation and Submission

Your grant proposal must be submitted in English and on a Ronald McDonald House Charities of Central Iowa, Inc. grant application form. The form requests the following information:

1. ***Cover letter on stationary, signed by the senior management official, briefly outlining:***
 - The background of the organization
 - Nature of the proposal and request
 - Concise description of the needs
 - Specific purpose of the funds requested
2. ***Endorsement Letter from a McDonald's employee or licensee, if applicable***
3. ***Budget and financial statements must include:***
 - Itemized budget for specific funds requested
 - Current year's operating budget
 - Audited financial statements or latest 990 forms, including Balance Sheet
4. ***IRS 501 (c)(3) ruling confirming the organization's tax-exempt status***
5. ***Past donor information*** (covering past 14 months showing all private, corporate & foundation support over \$500)
6. ***List of Board of Directors or Board of Trustees***
7. ***Completed checklist*** (indicating that all requested information has been submitted)

Ronald McDonald House Charities of Central Iowa, Inc. GUIDELINES FOR GIVING

Preparation and Submission Continued

Type directly into this PDF, save it, print it and mail it to the Ronald McDonald House with all other documents on the checklist. You **MUST** include **two copies** of this application and **two copies** of your 501 (c)(3) letter. All other documents on the checklist require only **one copy**. Do not include any items that cannot be photocopied. Draw all graphs, diagrams, tables and charts in black ink, however, it is preferred that these items are computer generated. **IF ANY OF THE ITEMS REQUIRED ARE NOT INCLUDED, YOUR APPLICATION WILL BE CONSIDERED INCOMPLETE AND THE REVIEW WILL BE DELAYED OR DECLINED.**

Review Process

Ronald McDonald House Charities of Central Iowa, Inc. is governed by a 26 member Board of Directors comprised of health care professionals, business and civic leaders and McDonald's owner/operators, licensees and suppliers.

- The Board meets twice per year to select and award grants to nonprofit organizations which have demonstrated an ability to respond to the needs of specific groups of children in a definitive, "hands-on" manner that yields measurable results.
- RMHC will acknowledge receipt of your proposal in writing within 30 days. At that time, we will also indicate when the Board will review your proposal. Please be advised that it may take up to six months before an application is reviewed by the RMHC Board.
- If the Board has questions regarding your proposal, you may receive a telephone call or a letter requesting further information or an appointment for a site visit.
- All Board decisions are reported by mail, generally within fourteen days of the Board meeting.
- If your proposal is approved, your organization will receive a Letter of Agreement outlining the terms and conditions of the grant which must be signed by an authorized organization official and returned to RMHC. This letter will also highlight arrangements for awarding the grant.

Responsibility of Recipient

The recipient of any grant from RMHC must use the funds awarded for the specific purpose of their original intent. RMHC requires detailed accounting of all funds awarded. A follow-up report form will be automatically mailed to you 12 months from the date of the award. It is understood that any funds not used in the manner specified in the letter of agreement will be returned to RMHC. Any request for a revision regarding use of funds must receive prior approval and be submitted in writing to RMHC.

Please address all correspondence to:

Brenda Miller
Executive Director
Ronald McDonald House Charities of Central Iowa, Inc.
1441 Pleasant Street
Des Moines, IA 50314
brenda@rmhdesmoines.org
Phone: 515-243-2111
Fax: 515-280-3111

**Ronald McDonald House Charities of Central Iowa, Inc.
GRANT APPLICATION
Page One**

A: NAME OF ORGANIZATION _____

B: ORGANIZATION'S WEBSITE _____

C: PROJECT TITLE _____

**D: PROGRAM DIRECTOR/
PRINCIPAL INVESTIGATOR** _____

E: PROGRAM DIRECTOR'S EMAIL _____

**F: MAILING ADDRESS
CITY, STATE & ZIP** _____

TELEPHONE (include area code) _____

**G: SPECIFIC AMOUNT REQUESTED
FROM RMHC** \$ _____

H: McDONALD'S ENDORSEMENT

McDONALD'S CONTACT _____

TITLE/POSITION _____

**MAILING ADDRESS
CITY, STATE & ZIP** _____

TELEPHONE (include area code) _____

TO WHAT EXTENT HAVE YOU WORKED WITH THE McDONALD'S CONTACT:

Ronald McDonald House Charities of Central Iowa, Inc.
GRANT APPLICATION
Page Two

I: ORGANIZATION BACKGROUND AND SIGNIFICANCE

Briefly describe the background of your organization.

J: OBJECTIVES AND AIMS

State the broad, long-term objectives and describe concisely what the program in this application is intended to accomplish.

Ronald McDonald House Charities of Central Iowa, Inc.
GRANT APPLICATION
Page Three

K: DESCRIPTION OF PROJECT

Provide a concise description of the need or problem to be addressed, the specific purpose of the funds requested and what is unique about your project/program.

L: TARGET POPULATION AND PERFORMANCE SITES

Please summarize your target population in measurable terms, i.e., who the audience is, how many will be served, how old the participants are, etc.

M: EVALUATION

Indicate how your organization will evaluate the program if funded, i.e., survey, test results, etc.

**Ronald McDonald House Charities of Central Iowa, Inc.
GRANT APPLICATION CHECKLIST**

- _____ **COVER LETTER**

- _____ **TITLE OF NONPROFIT ORGANIZATION**

- _____ **TITLE OF PROJECT**

- _____ **PROGRAM DIRECTOR/PRINCIPAL INVESTIGATOR**

- _____ **ORGANIZATION & DIRECTOR'S CONTACT INFO**

- _____ **McDONALD'S ENDORSEMENT**

- _____ **OBJECTIVES & AIMS**

- _____ **DESCRIPTIONS OF PROJECT**

- _____ **TARGET AUDIENCE & PERFORMANCE SITES**

- _____ **EVALUATION**

- _____ **BUDGET & FINANCIAL STATEMENTS**
Operating Budget
Specific Project Budget
Balance Sheet
Audited Financial Statements and/or latest 990

- _____ **IRS 501 (C)(3) DETERMINATION LETTER**

- _____ **PAST DONOR INFORMATION**

- _____ **LIST OF BOARD OF DIRECTORS/TRUSTEES**

**Ronald McDonald House Charities of Central Iowa, Inc.
FOLLOW-UP REPORT**

If your proposal is approved, you will be required to address the following questions within one year of the date your award is granted. This allows Ronald McDonald House Charities of Central Iowa, Inc. to ensure RMHC grants are used to their full potential.

A modifiable PDF for this Follow-Up Report is available on our website. Please use that document to fill out this Report and return to RMHC.

- 1. Has the need been met or the problem solved? Please include updated information about the project (numbers of people served, new programs or opportunities, etc.)**
- 2. Did the project follow the objectives? If not, why?**
- 3. Has the project been modified since the proposal was presented to RMHC?**
- 4. Have there been major changes in timetables for project development, implementation and completion? What were the reasons for such changes?**
- 5. Have the personnel involved in the project proved to be adequate in numbers and qualifications? Has additional staff or staff with different qualifications been required?**
- 6. Have any plans for cooperation with other institutions or groups been implemented successfully? If not, what have been the reasons?**
- 7. What have been your methods of evaluating the success of this project?**
- 8. What was the impact of the project on your organization and on those people it was designed to serve? Has the project led to the development of similar ones in other organizations?**
- 9. Include a complete financial reporting of the grant.**
- 10. Did this grant *really* make a difference?**